



ATTO Technology, Inc.

# Accelerate™ Reseller Partner Program

## Value Added Reseller Program Overview

### ATTO COMPANY BACKGROUND

ATTO Technology, Inc., headquartered in Amherst, New York, is a global leader of storage connectivity and infrastructure solutions for data-intensive computing environments. It is our vision to provide a wide range of end-to-end solutions to help customers better store, manage and deliver their data. We believe that our company's experience in engineering advanced technology into real-world product solutions provides customers a unique competitive advantage.

With a focus toward markets that require higher performance, ATTO manufactures host bus adapters, network adapters, RAID adapters, RAID storage controllers, switches, Thunderbolt™ technology products and management software. Our solutions are based on providing a high level of connectivity to all storage interfaces including Fibre Channel, SAS, SATA, SCSI, iSCSI, FCoE and 10 Gigabit Ethernet.

The ATTO Technology Accelerate™ Partner Program is designed to reward our resellers and channel partners with outstanding support in key collaborative areas such as sales, marketing, training and more. The program is engineered to provide a higher level of engagement and tools to help you reach your business objectives.

### Why Participate?

Accelerate will help you build a profitable business based on ATTO's industry leading technology, coupled with the broadest portfolio of storage and network connectivity products in the market. By taking advantage of program benefits including co-marketing, training, technical resources, and sales tools, you'll be providing the optimum solution to solve your customers' most challenging infrastructure needs.

### Program Elements

- Deal Registration
- Demonstration and Evaluation Product
- Market Development Funds
- Volume Incentives

### Program Benefits

- Resource Center
- Technical Support
- Training

### Qualifications

There are three levels of Accelerate program participation - Registered, Authorized, and Premier. Qualification for specific levels are based on a series of quantitative and qualitative measures including, but not limited to, revenue commitment, regional coverage, vertical markets served, market share, and how the partnership enables mutual business growth.

### Expectations

The Accelerate program is committed to developing and strengthening our business partnerships. We recognize great value in working closely to mutually develop sales and marketing plans that help both companies grow. In addition to planning, periodic reviews will be conducted to track progress and ensure that objectives are being met.

### How to Enroll

To fill out an application or learn more about program details, please visit [attotech.com/partners/partner-program-signup](http://attotech.com/partners/partner-program-signup). For additional questions, please contact an ATTO program representative at +1.716.691.1999 or send an e-mail to [Accelerate@attotech.com](mailto:Accelerate@attotech.com).

**ACCESS THE WORLD'S FASTEST GROWING STORAGE MARKETS**

- Over 25 years of providing the industry's broadest portfolio of high-performance storage & network connectivity products: Host Bus & RAID Adapters, RAID Storage Controllers, Network Adapters, Switches, Thunderbolt™ technology products and Software
- Widest range of protocols: Fibre Channel, SAS, SATA, SCSI, iSCSI, FCoE, 10GbE
- Full spectrum of connectivity: The only manufacturer that allows you to connect both workstations and servers to enterprise-class storage
- International sales and marketing presence: Solutions qualified and certified with the industry leading workstation, server, storage, & application vendors
- Domain expertise: Solution for the most difficult challenge – low latency, high-bandwidth transactions
- Active member of prominent technology developer groups and standards associations including: FCIA, NAB, SBB, SNIA, STA

**Accelerate™**  
POWERING YOUR PROFITABILITY™

| Program Requirements                      | Registered      | Authorized              | Premier                         |
|-------------------------------------------|-----------------|-------------------------|---------------------------------|
| Revenue Commitment (Annual)               | Not Required    | Required                | Required                        |
| Sales Personnel Trained                   |                 | 1                       | 2                               |
| Technical Personnel Trained               |                 | 1                       | 2                               |
| Business Plan                             |                 | Annual                  | Quarterly                       |
| Accelerate™ Partner Agreement             | √               | √                       | √                               |
| Qualification Period                      |                 | Quarterly               | Quarterly                       |
| Program Benefits                          | Registered      | Authorized              | Premier                         |
| <b>Sales Resources</b>                    |                 |                         |                                 |
| Inside Sales Contact                      | First Available | Assigned                | Assigned                        |
| Regional Account Manager                  |                 |                         | Assigned                        |
| Business Plan                             |                 | Partner Submitted       | Mutually Developed              |
| Lead Generation                           |                 | √                       | √                               |
| Field Sales Calls                         |                 |                         | Deal-based                      |
| Sales Training                            | Web-based       | Web-based/<br>Corporate | Web-based/<br>Corporate/On-site |
| <b>Marketing Resources</b>                |                 |                         |                                 |
| Resource Center                           | √               | √                       | √                               |
| Web-Based Partner Locator                 |                 | √                       | √                               |
| Co-Marketing Opportunities                | √               | √                       | √                               |
| Market Development Funds (Proposal-based) |                 | Eligible                | Eligible                        |
| Marketing Coordinator                     |                 | Available               | Available                       |
| <b>Technical Resources</b>                |                 |                         |                                 |
| Technical Training                        | √               | √                       | √                               |
| Technical Support Contact                 | Web-based       | Available               | Available                       |
| Pre-sales Engineer                        |                 | Available               | Available                       |
| Post-sales Engineer                       |                 | Available               | Available                       |
| <b>Program Elements</b>                   |                 |                         |                                 |
| Deal Registration                         | Eligible        | Eligible                | Eligible                        |
| Volume Incentives                         |                 |                         | Eligible                        |
| Competitive Displacement                  |                 | 1 Year                  | 1 Year                          |
| <b>Products</b>                           |                 |                         |                                 |
| Evaluation Units                          | Eligible        | Eligible                | Eligible                        |
| Demonstration Units                       |                 | Eligible                | Eligible                        |
| BETA/Early Access Units                   |                 |                         | Programmatic                    |

**For More Information**

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